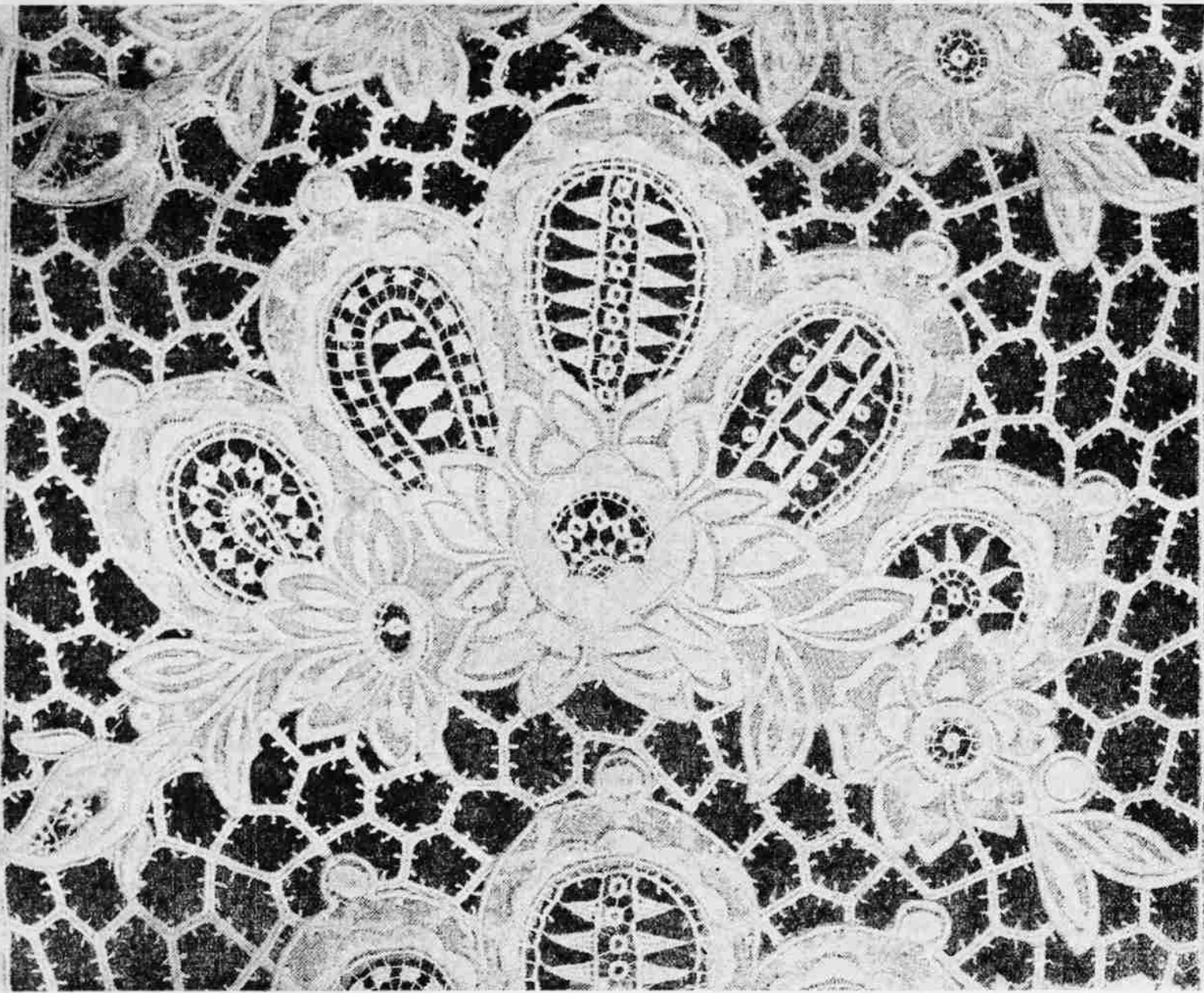


WE HAVE THE BIGGEST SURPRISE IN
STORE FOR YOU WE EVER OFFERED

Keith - O'Brien's Embroidery Sale



Any one of these
— for —

25c

This Sale Offers More Real Bargains Because There Are More Wider Widths

It is but natural that there should be a rush for them. The wider widths are worth every cent of \$3.50 and \$2.50. Then there are many for \$2.25, \$2.00, \$1.75, \$1.50, \$1.25, \$1.00, 75 cents, 60 cents and 50 cents.

These beautiful new embroidery patterns fill the windows, every window being given up to the remarkable display.

AND WHEN THE STORE UTILIZES EVERY WINDOW FOR A SHOWING OF ONE PARTICULAR LINE OF MERCHANDISE, TO THE EXCLUSION OF ALL OTHERS, IT MEANS THAT SOMETHING IMPORTANT HAS BEEN SCHEDULED

You have undoubtedly seen the windows—the ladies have been lined up in front of them—and thousands will view them Sunday—view the exquisite patterns.

Sunday evening every piece will be taken out of the windows and placed on tables and on counters. Practically the whole of the first floor will be devoted to this extraordinary event—for there will be tables in every aisle.

WHILE FIFTY EXTRA SALESLADIES WILL WAIT UPON EAGER SHOPPERS, FURTHERMORE, A MAJORITY OF OUR REGULAR SALESLADIES WILL BE DRAWN INTO THE EXCITING VORTEX—WILL WAIT UPON TRADE.

By reason of this magnificent service the anticipated rush will be met with adequate facilities. The range of sterling values will be confined to no particular part of the store, as an equal number of each of the different widths will be distributed equitably on the various tables. Thus there will be no crowding, no excitement, no danger of injury. To further protect the trade's best interests, employees will not be allowed to lay aside for their own use, or for favored friends, any part of the multiplicity of widths.

EVERY ONE MUST BE ON AN EQUAL FOOTING

Do not for a minute entertain even the suggestion that there will be reservations, that every piece will not be sold at this sale. Not one piece will be taken from the windows and put back in stock.

EVERY PIECE WILL BE PLACED ON THE SELLING TABLES. IT IS ALL A MATTER OF BEING EARLY. YOU STAND AN EQUAL SHOW.

Something About the Beauty of These Exquisite Embroideries

The patterns are all new. They are the very choicest that money can buy. They are the kind that are in greatest demand. They are the cream of this season's production. They are rare bits of filigreed art. 50 cents for 25c; 75c for 25c; \$1.00 for 25c; \$1.25 for 25c; \$1.50 for 25c; \$1.75 for 25c; \$2.00 for 25c; \$2.25 for 25c; \$2.50 for 25c and \$3.50 for 25c.

7 TO 18-INCH WIDTHS (MANY 27-INCH WIDTHS) OF FINE
SWISS, NAINSOOK AND CAMBRIC.

To facilitate shopping, the embroideries will be cut into 1½ to 6½-yard strips and the price marked on each one. Not a remnant in the lot—merely cut into convenient lengths to simplify selling—to make quick sales.

THE REPUTATION OF THE STORE IS BACK OF THIS EVENT

Half Price -- Remnants of Dress Goods

The EARLY SHOPPER WILL SECURE THE CHOICEST OF THESE ACCUMULATED ENDS, WHICH ARE 2 TO 9 YARDS IN LENGTH

It's the aftermath to the May sale of dress goods—the end pieces—serviceable, handsome, of desirable lengths.

In the collection will be found all the newest weaves and colorings—beautiful fabrics. Silk Marquisettes, French Voiles, Chiffon Panamas, Taffeta Cloth, Batiste Serges, plain and fancy Mohairs and mixed Suitings.

Every piece is marked down to half price—some less.

Lucky Is the Maid or Matron With the Long Purse Strings

For they don't have to open their purse as wide as usual to get snappy millinery now.

That blue pencil is getting shorter than ever agitating lowered prices.

Graduation is close at hand—how busy the girls are preparing for the day when school books will be closed forever! We are showing new and beautiful graduation millinery—\$7.50, \$8.50, \$10, \$12 and \$15.

Never Has the Ladies' Coat and Suit Section Given Greater Proof of Its Unequaled Facilities for Introducing New Features

Full length coats for automobiling, traveling or street wear, shown in loose and semi-fitted styles, including the popular "Gibson" and "Butterfly" effects. Tan cravenette and brown, blue and black novelty stripes in rubberized silks. Special \$25.00.

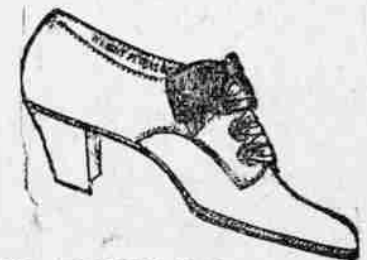
Special assortment in tan repps and linens from \$6.75 upward.

Box jackets, military styles with gold braid and button trimmings, in blue and brown serge. Sizes 32 to 38. Regular \$11.50 values, special \$7.50.

Covert cloth jackets in fitted lap length styles. Strictly tailored and lined throughout. Values up to \$25.00, special at \$12.50 and \$13.75.

KNOCKED OUT BUT FRESH AS A DAISY FOR THE ENSUING WEEK--THE SHOE SALE STARTS MONDAY

When snow and rain knocks out a circus it is time to call off a shoe sale. That's what we did. So the big event, which opened auspiciously last Monday and which untimely succumbed Wednesday to the terrors of the weather, will be given a new start Monday.



ALL WEEK THE STIRRING SALE
WILL RUN AND THE SWEEPING PRICE-REDUCTIONS OUGHT TO KEEP THE DAYS LIVELY

There's shoes and oxfords for women, girls, boys and children. All leathers, all styles, and, above all, careful attention to fitting the feet. There's quality and style, for we do not buy inferior makes—just the standards.

WE PROMISE YOU A BIG SAVING

\$2.65 WOMEN'S OXFORDS—Patents, Vici Kids, Gun Metals; regular \$3.50 grade. A splendid assortment of styles and lasts; all sizes and widths.

\$3.65 WRIGHT & PETERS' OXFORDS for women; \$5.00 and \$6.00 grades; 25 styles; every pair new, this season's styles.

\$2.20 BOYS' SHOES—Sizes 2-12 to 5-12; shoes that we know will wear; plain lace or Blucher, in box calf or kangaroo; regular \$2.50; smaller sizes at \$1.95.

\$1.45 MISSES' SHOES—Box calf or vici kid; button and lace; regular \$1.75 values. Sizes 11-12 to 2, \$1.45. Sizes 8-12 to 11, \$1.20. Sizes 5 to 8 at \$1.00.

\$1.95 MISSES' SHOES—Button and lace; shoes for school.

\$1.65 WOMEN'S SAMPLE OXFORDS—Worth \$3.50 to \$5.00; placed on tables for your selection.

\$1.95 MISSES' AND CHILDREN'S OXFORDS and Strap Slippers; over 20 styles in tans and blacks; patents and vici kid.

\$1.00 INFANTS' SHOES—Oxfords, ties and strap slippers; all colors.

\$3.50 MEN'S RIDING PUTTEE LEGGINGS—In tan; worth \$5.00 and \$6.00.

\$3.95 WOMEN'S ELK SKIN MOUNTAIN HIGH TOP BOOTS—Regular \$5.00.

Many splendid shoe, slipper and oxford bargains which cannot be mentioned in detail. The reductions can be depended upon

Belting, Hat Pins, Cream and Cold Cream

New Belting—Copenhagen blue, brown and the new shades of tan and navy; elastic or silk. Sold by the inch—special—2c.

A new shipment of Hat Pins, in all the new spring colors. Special, 25c.

Hinds' Honey and Almond Cream—for the hands, face, skin and complexion—special, 38c.

K-O-B. quality of Cold Cream—superior massage cream—special, 50c.

Complete trunk store on floor below--20 per cent
discount this week on trunks.

Handsome stock of go-carts—one-third reduction on any of them this week

20 PER CENT DISCOUNT ON ALL THESE ARTICLES

Dolls of all kinds, from 15c to \$15.00

\$15.00 for	\$12.00	\$ 9.45 for	7.56	\$ 5.50 for	4.40
\$12.00 for	9.60	\$ 6.50 for	5.20	\$ 4.50 for	3.60

Numerous dolls at prices down to less than a dollar—proportionately reduced.

These Articles at One-Fourth Reduction—Floor Below.

MECHANICAL TOYS
GAMES
FORTUNE WHEELS
ELECTION
HOOK IT
CHECKERS
DIABOLO

ELECTRIC QUESTIONER
THE MARVELOUS WON-
DERFUL DESIGNER
WAGONS
LITTLE RED CHAIRS
VELOCIPEDES
ROCKERS

WHEELBARROWS
RUBBER BALLS
TOY BANKS
CHILDREN'S BROOMS
STEAM ENGINES
A FINE SELECTION OF
BOYS' KNIVES